

L'ORÉAL

L'ORÉAL UNLEASHES SCIENCE, TECHNOLOGY AND CREATIVITY TO FORGE NEW BEAUTY FRONTIERS AT VIVA TECHNOLOGY 2025

L'ORÉAL LONGEVITY INTEGRATIVE SCIENCE™, INTERSTELLAR LAB'S VERTICAL FARMING, AND YSL BEAUTY HYPER LOOK STUDIOS AMONG FEATURED INNOVATIONS

Paris, 5th June 2025 – [L'Oréal](#) will exhibit its largest and most advanced portfolio of beauty innovations powered by tech at Viva Technology in Paris on 11-13th June, marking its ninth year at Europe's foremost technology conference. L'Oréal will showcase its latest innovations on the market for more personalised, inclusive and sustainable beauty, as well as first looks of upcoming launches. These include L'Oréal Longevity Integrative Science™ to target the root causes of biological aging; vertical farming technology for AI-enabled cultivation of plant-based ingredients; YSL Beauty Hyper Look Studio for recreating trending makeup looks; and L'Oreal Paris Beauty Genius with Agentic AI and WhatsApp integration to deepen consumer connections.

"As the leader in BeautyTech, we are expanding into new beauty frontiers by joining forces with a unique ecosystem of external partners who, alongside our L'Oréal experts, bring to life beauty innovations that reach consumers' unmet beauty needs and desires," said Barbara Lavernos, Deputy Chief Executive Officer in charge of Research, Innovation and Technology, L'Oréal Groupe. "This 2025 edition is L'Oréal's boldest VivaTech yet, with future-ready, high-impact innovations for longevity, sustainability, consumer care, and creative services that together, represent a new era of tech-powered beauty."

"Technology touches almost all aspects of our consumers' daily lives," said Asmita Dubey, Chief Digital and Marketing Officer, L'Oréal Groupe. "Transformative technologies like AI, Gen AI, and Agentic AI are redefining consumer expectations and disrupting the beauty consumer journey, and so we remain laser-focused on delivering unparalleled consumer engagement with both creativity and technology."

At VivaTech 2025, L'Oréal will demonstrate the strength of its Open Innovation ecosystem, which brings the collective power of L'Oréal's internal research, innovation, digital and tech teams, coupled with the disruptive force of a new generation of biotech, digital, tech and scientific giants and startups. The resulting portfolio includes several new-to-VivaTech debuts and solutions already available to consumers and industry:

New Frontiers of Longevity

- **NEW L'Oréal Longevity Integrative Science™** combines technology advances and skin expertise to move from corrective care to preventive care by targeting the root causes of biological aging and extending the skin's cellular health span. L'Oréal's Wheel of Longevity decodes skin biological aging and unlocks the secrets of nine interconnected hallmarks of aging using its proprietary Longevity AI Cloud™.
- **NEW Lancôme Cell BioPrint, created with NanoEntek**, is a revolution in consumer skin intelligence rooted in the field of longevity science. A portable, lab-on-a-chip biological diagnostic device, it enables consumers to understand their skin's aging trajectory and gain insights into the skincare solutions that can reverse their skin's biological age.
- **Lancôme RÉNERGIE NANO-RESURFACER 400 BOOSTER** is a next-generation, at-home skincare device designed to boost topical penetration into the stratum corneum, amplifying Rénergie H.C.F. Triple Serum's performance to the fullest, for clinical-grade results at home. It is powered by patented nanochip technology made of 400 ultra-precise nano-tips to create invisible micro pathways on skin without pain or downtime.

New Frontiers of Sustainability

- **NEW Interstellar Lab's 'BioPods' vertical farming technology** enables cultivation of plant-based ingredients by growing crops in vertically stacked layers – thanks to artificial intelligence – providing complete control over plant growth. It optimizes water and energy consumption while ensuring consistent, high-quality plant material for high-performance cosmetic ingredients.
- **NEW Osmobloom™** is a breakthrough air-capture technology for developing unique fragrances. The result of an exclusive partnership with **Cosmo International Fragrances**, a leading ingredient laboratory, Osmobloom™ captures a flower's fragrant molecules while leaving it intact, including flowers whose fragrance was previously

impossible to extract naturally. Osmobloom™ is behind the tuberose scent in Valentino Beauty's 'Private talk' from the Anatomy of Dreams fragrance collection.

- **L'Oréal Professionnel AirLight Pro, created with Zuvi**, is a revolution in hair drying, made for both beauty professionals and consumers. AirLight Pro combines air, heat, and for the first time, infrared light that directly targets water molecules, accelerating the water evaporation process and resulting in up to 21% faster drying, up to 55% more hydration for shinier, smoother hair, and up to 19% less energy consumption¹.

New Frontiers of Beauty Services

- **NEW In partnership with Meta, L'Oréal Paris Beauty Genius**, a 24/7 personal beauty assistant powered by Agentic AI, **will soon be available on WhatsApp**. Together, Meta and L'Oréal Paris are redefining how consumers discover, understand and connect with beauty by bringing one-to-one, personalised guidance at scale through the world's most-used messaging app.
- **NEW La Roche-Posay SpotsScan+Coach** has been developed with dermatologists and is the first acne coaching app that combines advanced AI skin analysis with personalised routines and emotional support. Through a partnership with **Calm**, the world's leading mental wellness app, LRP SpotsScan+Coach users will have access to guided meditations, breathing exercises, sleep tools and expert content to support stress reduction and holistic well-being, addressing the mental health impact of acne.
- **NEW Noli** ("No one like I") is the first of its kind AI powered multi-brand marketplace startup, founded and backed by L'Oréal Groupe which is reinventing how people discover and shop for beauty. Noli acts as a Beauty Advisor, cutting through the noise using powerful AI diagnostics and tools built from over 1 million face scan datapoints and analysis of 1000s of product formulations, to decode each user's beauty profile and match them with product recommendations delivered to their doorstep. Noli is leveraging L'Oréal Groupe's unparalleled beauty tech leadership, century-long expertise in beauty and its extensive knowledge of beauty science and consumer insights.
- **NEW Agentic Consumer Care** will transform the future of beauty consumer care. With **Salesforce's** generative AI solution, L'Oréal is enhancing the daily lives of our care agents by freeing them from routine tasks to augment human interaction, not replace it. Our aim is to build a deeper, more personalised engagement with more consumers.

New Frontiers of Creativity & Culture

- **NEW YSL Beauty Hyper Look Studio** is where social media meets YSL makeup artistry – a space for embodying the spirit of YSL Beauty through next-generation technology. YSL Beauty Hyper Look Studio invites guests to select a trending beauty moment from a real-time feed of curated social content, activating a one-of-a-kind, virtual try-on transformation.
- **CreAltech** is L'Oréal's beauty content creation lab, augmenting the creativity of our marketing and content teams with the power of generative AI. Combining a modular ecosystem of models, expertise, technologies, and partners - including **Google, Adobe and OMI** - CreAltech empowers marketers to generate thousands of unique, on-brand images, texts, and videos for diverse platforms and global audiences.

About L'Oréal

For 115 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as essential, inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 37 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With more than 90,000 committed employees, a balanced geographical footprint and sales across all distribution networks (ecommerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2024 the Group generated sales amounting to 43.48 billion euros. With 21 research centers across 13 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 8,000 Digital talents, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse. More information on <https://www.loreal.com/en/mediaroom> More information on <https://www.loreal.com/en/mediaroom>

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¹ Performance data based on instrumental tests of AirLight Pro versus the most sold premium hair dryer in Europe

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